

REEF Development Program Manager

Reef Environmental Education Foundation (REEF) is seeking a Development Program Manager to increase major donor contributions and support fundraising for a new capital campaign. The successful candidate needs to possess a demonstrated success in developing donor relations, have a proven track record of securing multi-year commitments, and some experience with capital campaigns. Position will be based at REEF Headquarters in Key Largo, Florida.

This is an exciting time of growth at REEF, and this role is ideal for a self-starter, eager to take an established program toward greater significance and reach.

REEF is a nonprofit organization whose mission is to conserve marine ecosystems for their recreational, commercial, and intrinsic value by educating, enlisting, and enabling divers and other marine enthusiasts to become active ocean stewards and citizen scientists. REEF programs include marine life education, field research, and one of the largest citizen science programs in the world through unique partnerships with private, governmental, scientific, and educational sectors. REEF's programs directly benefit and help to protect marine life worldwide.

The Development Program Manager will be responsible for:

- 1) Working with staff to create and maintain an annual development plan, that will include measurable financial goals
- 2) Working with staff to help develop and execute a new bricks and mortar capital campaign
- 3) Researching giving potential of current major REEF donors and encouraging an increase in their giving level
- 4) Identifying new major donors and prospects, including individuals, corporations, and foundations with potential to contribute gifts of \$20,000+
- 5) Initiating contact and cultivating relationships with potential donors, moving potential donors toward closure, and maintaining donor relationships between gifts
- 6) Maintaining necessary database records, files, reports, and resource materials pertinent to donors and gifts
- 7) Creating fundraising materials to be used in capital campaigns, corporate sponsorship, major donor giving, and planned giving
- 8) Developing and implementing donor-cultivation events
- 9) Updating donation-related website content as necessary
- 10) Meeting financial goals as outlined in the organization's annual development plan
- 11) Reporting to the Board of Trustees on fundraising goals and progress

Minimum Qualifications include:

- 1) Bachelor's degree with a proven track record of securing multi-year commitments from a variety of funding sources
- 2) Minimum three years nonprofit fundraising experience with demonstrated mastery of a wide range of donor engagement and solicitation strategies
- 3) An established network of contacts among foundations, major donors, and social investors
- 4) Experience building and maintaining long-term relationships with fundraising constituents
- 5) Excellent presentation skills and ability to strongly and effectively make the case for REEF, its mission, and needs
- 6) Experience negotiating and securing financial commitments

- 7) High energy, results-oriented leader with personal initiative and a sense of humor; friendly, outgoing and collaborative approach to foster a strong team-oriented style
- 8) Experience working closely with a Board of Trustees
- 9) Strong computer skills, including Microsoft Word and Excel, and an understanding of database management
- 10) Ability to stay on task while working in a busy office with staff, interns, visitors, and program participants. Agile and able to work in a fast-paced and, sometimes unpredictable, environment
- 11) Passionate commitment to and drive for REEF's mission and vision

Desired Qualifications:

- Experience working with environmental non-profit organizations

Salary:

Commensurate according to experience. Position tenure is correlated to meeting jointly-determined financial goals. Some travel may be required. Immediate start date is desired.

To apply for this position, send a cover letter including salary requirements, resume and writing sample to Martha Klitzkie, REEF Director of Operations, Martha@REEF.org Position will remain open until filled. For more information about the organization, visit www.REEF.org.

Organization Background:

Reef Environmental Education Foundation (REEF) was founded in 1990 as a way to educate scuba divers and snorkelers in marine life identification and to utilize their marine life sightings. Patterned after the successful Audubon and Cornell birding programs, REEF has grown into a 60,000 plus member organization with programs in place throughout the western hemisphere. Primary among these programs is the Volunteer Fish Survey Project, enabling marine enthusiasts to conduct surveys and submit sightings data from throughout the Tropical Western Atlantic, coastal North America, Tropical Eastern Pacific, Hawaii, and South Pacific. Data are managed by REEF staff and made available to researchers, scientists, managers, and the public free of charge via REEF's on-line database at www.REEF.org. To date more than 200,000 marine life surveys have been submitted.

In addition to the Volunteer Fish Survey Project, REEF maintains a large and active diver education program with standardized course materials for each of its survey regions. Strong partnerships within the diving industry and effective outreach provide opportunities for thousands of divers to learn about marine life and take part in surveying activities throughout the year. REEF manages the July-long Great Annual Fish Count; the Grouper Moon Project – researching grouper spawning aggregations; the Exotic Species Program – tracking the impact and control of non-native marine fish species, particularly the human-induced invasion of Indo-Pacific lionfish into the Tropical West Atlantic; Special Projects – assessing fish population changes in and around marine reserves and on and around newly developed artificial reefs; printed and e-newsletter communications; and, numerous field survey and data gathering expeditions. REEF maintains strong partnerships with federal, state, and local government agencies as well as other US based and international agencies, NGOs, and business entities.

REEF is an Equal Employment Opportunity Employer